

Free Value for a Prospect. The copy I've written is for a Facebook ad for a free nutrition guide the prospect is offering. It's aimed at people who want to lose weight

Should I add more to the intrigue section?

All constructive criticism is greatly appreciated, how can I make it better?

Eat to lose weight, ...confused? 🗣️

Do you get told to "Just eat less"?

My brand new FREE nutrition guide will show you exactly what you should and shouldn't eat to transform your health and feel like a superhero

❌ No more feeling insecure

✅ take the burden of extra weight away

⬇️ Click the link now to start your transformation ⬇️

New Version:

Are you tired of fad diets never working, struggling to get up from a chair that could barely support you only to be faced with people seeing you and a flit of yuck crossing their face before remembering to fake smile 🗣️

Coming home after not finding any clothes that fit and getting bombarded with everyone telling you to just eat less?

📖 My brand new FREE nutrition guide will show you exactly what to eat to transform your health and get that normal, healthy life you see everyone else enjoying. Don't get left out when there's a way, I'll show you how I've helped 1000's of people just like you get the body they all dreamt about.

✅ eat at restaurants free of judgment, no more sleep apnea and insomnia, breath freely again, back pain? Not anymore, go back to fitting on one seat on the bus instead of taking up half the row.

Shed the weight that cripples your confidence and traps you in a prison of insecurity

⬇️ I've got the key, click the link now to escape ⬇️

Target Market

- **What kind of person is going to get the most out of this product?**

Overweight people, people who want more nutritional diets, people who want guidance on nutrition and weight loss that is tailored specifically to them

- **Who are the best current customers, with the highest LTV?**
- **What attributes do they have in common?**

They all need a better diet, desire weight loss of various degrees

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.



Gary

37 yrs old

- **Background and mini life history.** You need to understand the general context of their life and previous experience.

Went to school, college then got married had a few kids life is half way through and its got a bit dull, hes let himself go. Doesn't enjoy his job.

- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.

I work in IT and I'm sitting down most of the day.

- **Values.** What do they believe is most important? What do they despise?

Living a healthy long life is important to them

The difficulties that come with extra weight

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

Busy life, busy/demanding family, fast food chains, crappy, sugar-filled snacks

Current State

- **What is painful or frustrating in the current life of my avatar?**

Fast food is too easily accessible, less energy,

When I was obese, most of my fat went to my belly and butt. Buying pants was a nightmare. Anything that fit my waist and hips would look absolutely ridiculous on my legs. Shirts never ever looked right.

That people think it's easy to lose weight and you just don't try. 'Just eat less,' they'll tell you. But the thing is, when you eat a lot of junk and then try to stop, your brain still wants those things, and it wants them BAD. So you cave but instead of getting right back on the horse to start over, you feel like a failure and give up.

it is absolutely exhausting being fat. Sometimes I barely have the energy to get out of bed and do basic things."

- **What annoys them?**

Everything takes a lot more effort - walking up stairs, getting out of the car or a low chair/sofa, doing household chores, walking the dog, etc

Struggle breathing

- **What do they fear?**

Having to gauge the strength of furniture before sitting down.

Being made fun of by people for being overweight, which doesn't help with the psychological aspect of depression eating.

- **What do they lie awake at night worrying about?**

sleep apnea, snoring, and insomnia

Finding clothes that fit on *all* parts of the body

- **How do other people perceive them?**

Being fat is a 24/7 billboard for my emotional eating.

Seeing that immediate first impression of 'yuck!' flit across someone's face when they first see you.

especially walking into a shop and the receptionist looking at you in disgust before they remember to smile."

I became invisible after I gained weight. I used to think that the majority of people are kind and friendly, but it turns out that they only smile or hold doors open for skinny girls. It changed my whole outlook on humanity."

Seating on public transportation/airplanes/any seating that doesn't have solid dividers. We know you don't want to sit beside the fat person, but trust me, we're trying to take up as little space as possible. To the point of doing some pretty impressive contortion and/or making ourselves damn uncomfortable in the process."

People hate you. They *hate* you. They can know nothing about you except that you're fat and they can just absolutely hate you.

- **What lack of status do they feel?**

Honestly, it's the constant disappointment of friends and family. Every day

I come home from college...[and] it's a barrage of: 'Did you eat healthy?', 'What did you have for lunch?', 'What's your weight?'. Just stuff like that. People define you as being overweight like it's the only important fact about you."

- **What words do THEY use to describe their pains and frustrations?**

Burden.

Back pain

mental drain of dealing practically and logistically with obesity,

Insecurity

weight gain meant confusion, hatred, and an incessant desire to discard. It was everything happy is not.

Dream State

- **If they could wave a magic wand at their life and fix everything, what would their life look like?**
- **What enjoyable new experiences would they have?**

Eating in public free of judgement

Sleep free of sleep apnea, snoring, and insomnia

Ability to breath properly

Pain free back

traveling, especially on public transport

- **How would others perceive them in a positive light?**

Envious of their newfound health

- **How would they feel about themselves if they made that change?**

less tension, depression, anger, and fatigue

- **What words do THEY use to describe their dream outcome?**

Roadblocks

- **What is keeping them from living their dream state today?**

Perfect for people who sit at desks all day and have busy lifestyles.

lot of it is from depression and anxiety and emotional eating. Why would I want to try to lose weight if I have the world lowest self-esteem? So many people refuse to realise that that is the real reason so many struggle with obesity and how important it is to seek treatment for.”

- **What mistakes are they making that are keeping them from getting what they want in life?**

I've developed a weakness for multipacks of coke, candy bars, crisps, beers, chocolate you name it...the bigger the pack the higher the calling to bosh it all in one sitting!

- **What part of the obstacle does the avatar not understand or know about?**
- **What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?**

guidance

Solution

- **What does the avatar need to do to overcome the key roadblock?**

I'm now moving a lot more and have taken up strength training.

- **"If they <insert solution>, then they will be able to <insert dream outcome>"**

Discovering this multipack has been a breath of fresh air and was exactly what I needed to steer myself away from the monster munch and stella right back into the gym

Product

- **How does the product help the avatar implement the Solution?**

Provides clear guidance for eating healthy and better habits

Shows them where exactly they are in terms of calorie needs which allows them to then make a plan that will actually work

- **How does the product help the reader increase their chances of success?**

I was looking for a book that would assist me to lose weight and eat healthier but not a fad thingy I wanted longevity here is the ONE

- **How does the product help the reader get the result faster?**

Uses science from the start to efficiently get them moving along the weight-loss journey

- **How does the product help the reader get the result with less effort or sacrifice?**

No need to make the recipes as they are done for you

No need to learn the scientific formulas for calorie calculations as they are there for you

The recipes are healthy and flavorful,

- **What makes the product fun?**

Flavourful recipes

- **What does your target market like about related products?**

I appreciate that the author emphasizes whole foods and balanced nutrition, rather than extreme diets or fads.

it's good to find that most people have difficulty on the same things.

I liked the easy-to-access, concisely organized information. Saved me tonnes of time wading through irrelevant information.

I'm looking for a way to be more in control of my nutrition and this has given me more than a few ideas as to how to form good habits to take me forward to a longer and healthier life .

You will absolutely walk away with tidbits you can action immediately and refer back to for more.

- **What does your target market hate about related products?**

what I think is lacking in the book are examples, especially in the bit about what and how you eat.